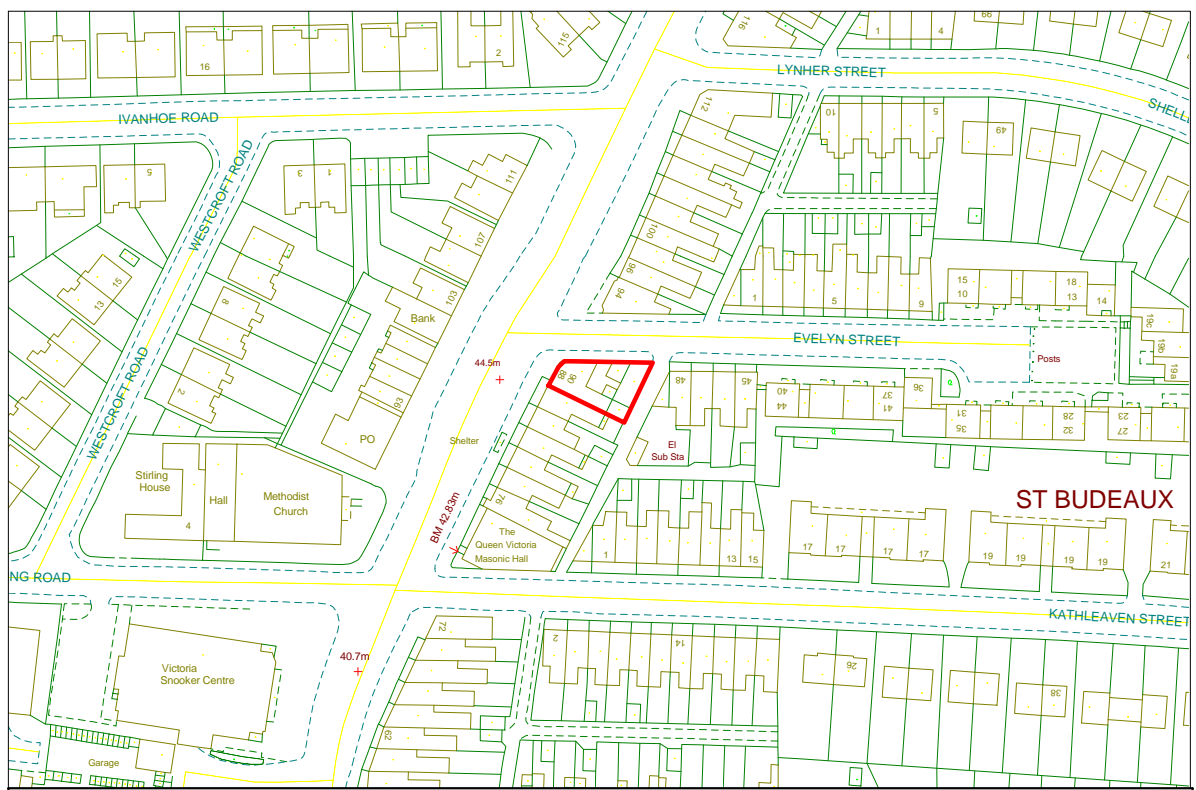


**ITEM: 10**

**Application Number:** 10/00422/ADV  
**Applicant:** Woolways News  
**Description of Application:** Three non-illuminated fascia signs  
**Type of Application:** Advertisement  
**Site Address:** 88-90 VICTORIA ROAD PLYMOUTH  
**Ward:** St Budeaux  
**Valid Date of Application:** 22/03/2010  
**8/13 Week Date:** **17/05/2010**  
**Decision Category:** Delegated  
**Case Officer :** Janine Warne  
**Recommendation:** Refuse  
**Click for Application Documents:** [www.plymouth.gov.uk](http://www.plymouth.gov.uk)



**This application is a Member Referral for the following reason: the Ward Councillor considers that 'it's in the public interest'.**

## **OFFICERS REPORT**

### **Site Description**

88-90 Victoria Road comprises a corner shop, known as Woolways News.

### **Proposal Description**

This application seeks advertisement consent for three non-illuminated fascia signs.

### **Relevant Planning History**

10/00421/FUL – Single-storey front extension new shop front and associated alterations – Under consideration.

09/01745/FUL – Single-storey front extension, new shop front and associated alterations – Refusal reasons:

*'The Local Planning Authority considers that, by virtue of its undue projection beyond the front building line and unsympathetic design, the proposed extension would amount to an incongruous and unduly prominent feature within the established streetscene, out of keeping and out of character with the area. This would significantly and unacceptably impact on the streetscene and detract from the visual quality of the area. The proposal is therefore contrary to policies CS02 and CS34 of the Plymouth Local Development Framework Core Strategy (2006-2021) 2007.'*

09/01746/ADV – Three non-illuminated fascia signs – Refusal reason:

*'As planning permission has been refused for the single-storey front extension and associated alterations under application number 09/01745/FUL, the proposed fascia signs cannot be displayed as detailed on the submitted plans. Therefore, the Local Planning Authority refuses this associated application for advertisement consent on this basis.'*

### **Consultation Responses**

Plymouth City Airport – No objection

### **Representations**

No letters of representation have been received regarding this planning application.

### **Analysis**

This application for advertisement consent is intrinsically linked to application no. 10/00421 which is seeking planning permission for a front extension and associated alterations to the retail premises. Your officers are recommending the refusal of application 10/00421. Without this planning permission, the proposed fascia signs cannot be erected as detailed on the submitted plans.

Therefore, although your officers have no objections in principle to proposed advertisements, this application is recommended for refusal as consent cannot be granted for the signs without a valid planning permission for the associated shop extension.

Human Rights Act - The development has been assessed against the provisions of the Human Rights Act, and in particular Article 1 of the First Protocol and Article 8 of the Act itself. This Act gives further effect to the rights included in the European Convention on Human Rights. In arriving at this recommendation, due regard has been given to the applicant's reasonable development rights and expectations which have been balanced and weighed against the wider community interests, as expressed through third party interests / the Development Plan and Central Government Guidance.

### **Equalities & Diversities issues**

No additional issues to be discussed here.

### **Conclusions**

This application is recommended for refusal.

### **Recommendation**

In respect of the application dated **22/03/2010** and the submitted drawings, **Site Location Plan, 09/30/1, 09/30/4 Rev.A, 09/30/5** , it is recommended to:  
**Refuse**

### **Conditions**

#### **INABILITY TO DISPLAY ADVERTISEMENTS DUE TO REFUSAL OF PLANNING PERMISSION**

(1) As planning permission has been refused for the single-storey front extension and associated alterations under application number 10/00421/FUL, the proposed fascia signs cannot be displayed as detailed on the submitted plans. Therefore, the Local Planning Authority refuses this associated application for advertisement consent on this basis.

### **Relevant Policies**

The following (a) policies of the Plymouth Local Development Framework Core Strategy (2006-2021) 2007 and supporting Development Plan Documents and Supplementary Planning Documents (the status of these documents is set out within the City of Plymouth Local Development Scheme) and the Regional Spatial Strategy, (b) non-superseded site allocations, annex relating to definition of shopping centre boundaries and frontages and annex relating to greenscape schedule of the City of Plymouth Local Plan First Deposit (1995-2011) 2001, and (c) relevant Government Policy Statements and Government Circulars, were taken into account in determining this application:

PPG19 - Outdoor Advertising Control  
CS34 - Planning Application Consideration  
SPD1 - Development Guidelines